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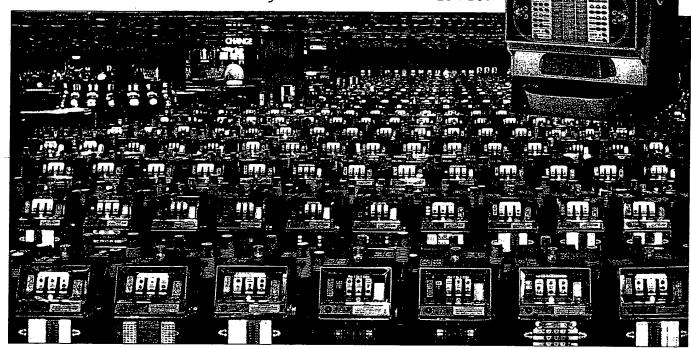
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## Atlantic City

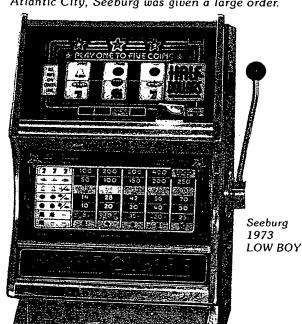
33 Thousand Slot Machines 33 Million Tourists Annually

Bally 1976 1114 LOW BOY



The J.P. Seeburg Corp. of Chicago, originally a major manufacturer of coin operated pianos in the 1920's and later juke koxes and arcade rifle ranges, introduced a line of slots in 1973. Patterned after the Bally, their electromechanical slot had a limited impact on the Nevada market. In 1978, when Resorts International opened in Atlantic City, Seeburg was given a large order.

Realizing the tremendous earning power of slots which they were producing, Bally Manufacturing entered the casino business during 1979 with the opening of Bally Park Place in Atlantic City. Like an Iowa cornfield, rows upon rows of Bally LOW BOY machines extend almost as far as the eye can see.



Atlantic City Hotel Casinos 1978-1988-1996								
		Date		o. of slo				
Hotel	Rooms	Opened	i '82	'88	'96			
Resorts International	668	5/78	1,749	1,672	2,350			
· Caesar's Atlantic City	649	6/79	1,359	1,689	2,787			
Bally's Park Place	1265	12/79	1,607	1'669	2,331			
Sands (Breighton)	533	8/80	970	1,438	2,616			
Harrah's Marina	750	11/80	1,308	1,708	2,507			
Bally's Grand (Golden Nugget		12/80	1,196	1,357	1,824			
Atlantis (Playboy) (Closed 5/8	39)	4/81	1,434	1,397	2			
Claridge	504	7/81	843	1,239	1,821			
Tropworld (Tropicana)	1014	11/81	1,502	2,368	3,179			
:Trump:Plaza	904	5/84		1,666	4,223			
Trump's Castle	728	6/85		1,661	2,339			
Showboat	<b>800</b>	3/87		1,672	3,609			
Taj Mahal	1250				3,799			
			11,968	18,879	32,786			

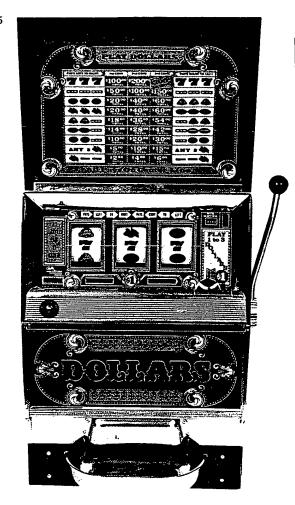
In 1993 there were no nickel machines in 6 out of the 12 casinos instead, 11 of the 12 casinos had \$100 slots. In 1996 the average earnings per slot was \$80,096. By 1997, the slot win rose to an unprecedented 69% of the total gaming win.

Casino Association of New Jersey

New Jersey Casino Control Commission

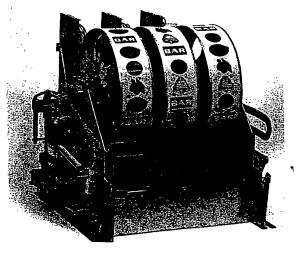
Bally 1975 1090

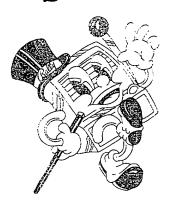
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# Dollar Play Surges

The secret of the sensational dollar machine play is the high frequency of pays and the abundance of small jackpots coupled with up to a 97.5% payout. The two most popular dollar slots are the 1090 above, a 3-coin multiplier, and the 1088 3-COIN BUY. Both of these machines are the backbone of modern carousel play.





#### Significant Bally Slot Machines 1963-1981

,	lear .	Model	Name	Description
-	1963	742	Money Honey	3-reel, 1-coin
	1964	785	1.101.107	3-reel, 1-coin progressive
	1965		Side-By-Side	Two 3-reel, 1-coin machines
	1903	,,,	Olde Dy Clar	siamesed
		808	Double Up	3-reel, 2-coin multiplier
	1967	809	Dodoic op	3-reel, 5-coin multiplier
	1968		Liberty Bell	4-reel, 1-coin
	1900	831	Licenty Dom	3-reel. 3-line pay
	1969		Continental	4-reel, 6-coin multiplier,
	1,0,	0		pays both ways
		873		3-reel, 5-line pay
i	1970	889		3-reel, 3-line pay, progressive
l	1971	922		3-reel 5-line nay progressive
	1972		Lucky Twin	5-reel, operates as two 3-coin
	17.12		,	multipliers
	1973	950	Big Shot	4-reel, 3-line pay, progressive
			•	JP only
ı		952		4-reel, 5-coin multi., progress.
١.		988	Deluxe Progressive	4-reel, 3-line pay, progressive
1	1974	1005	ı	3-reel, 3-line pay, 15-coin
ı				multiplier
l		1008	Deluxe Multiplier	4-reel, 6-coin multiplier
1		1019	Big Win	5-reel, 6-coin multiplier
ı		1034	Lucky Sevens	3-reel, 6-coin multiplier
ı	1975	1044	Gold Rush	3-wide-reel, 3-line pay,
Ł				western symbols 3-wide-reel, 3-line pay,
ı		1077	Bounty	fruit symbols
L				3-wide-reel, 3-coin buys-a-pay
l		1088		3-wide-reel, 3-coin multiplier
L		1090		3-wide-reel, 3-line pay
١		1091		3-wide-reel, 5-coin multiplier
١	1076	1096		3-reel, low boy, 1-coin dollar
ı	1976	1102	2	JP only
ı		1112		3-reel, low-boy, 5-coin multi.
ł		1113		3-reel, low-boy, 3-coin
ı		111.		buys-a-pay
1		1114	1	3-reel, low-boy, 3-coin multi.
1		111		3-reel, low-boy, 3-line pay
١	1977		8 Medalist	5-reel, 3-coin, plays as
ł	17		• • • • • • • • • • • • • • • • • • • •	three machines
١	1980	120	2	5-reel, 3-line pay, progressive
ł	1,00	120		4-reel, 3-line pay, progressive
١		E120		4-reel, 6-coin multiplier
1		E120	9 .	3-reel, 5-coin multiplier
1	1981	E121	2	3-reel, 5-line pay,
ı				pays both ways
1		E122	4	3-reel, 3-line pay,
١				pays both ways
١	1982	2000	E Sound Machines	E models with sound effects
١		V	Video Machines	Video reel machines with
1			•	animation

The Series E microprocessor slots, the sound and the video machines are available in most of the previous models. These new lines are designated with an E. V or a 2. The 1090 would become an E1090, a V1090 or a 2090E.